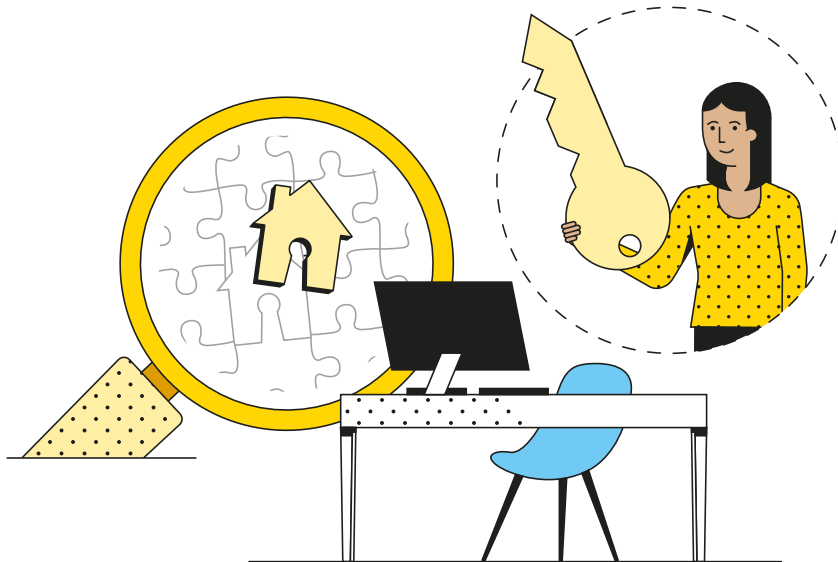


Introducing SmarterFit+



For advisers only

SmarterFit+ is an affordability calculator that can be added to your website for clients to use.

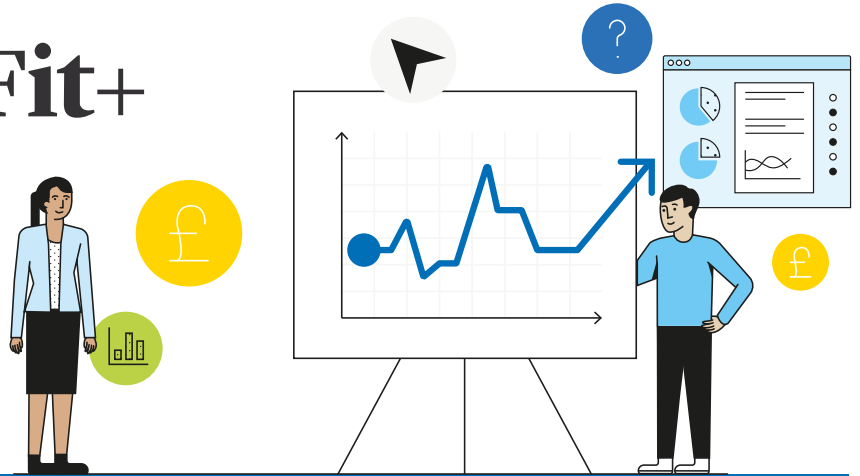


It gives you the opportunity to help clients find out their mortgage affordability on your website, using a simple digital tool. It generates valuable mortgage lending information for your clients, and rich leads that go directly to your CRM.

Integrating SmarterFit+ into your website helps clients to:

- ✓ Find out how much they can borrow
- ✓ Enter their information just once, rather than filling out repetitive, long forms
- ✓ Request an adviser follow-up after seeing their results
- ✓ Gather affordability results from our panel of over 40 lenders

How SmartrFit+ benefits you



Eliminates re-keying data

Client information can be sent directly to your CRM or email



Gives you richer leads

Eliminate those clients who are ineligible and proceed more efficiently with the ones that are eligible



Cost-effective competition

Give clients the same functionality offered by larger brokers



Positive digital-first experience

Offer clients a quick and easy online experience and a positive first impression

How it works?

SmarrFit+ is quick and easy to implement. You can add your own brand colours to seamlessly blend the tool into your website. Brand logos cannot be added to the tool.

We offer 2 SmarrFit+ integration options for your website:

1 Our **ready-to-go** option

- A plugin for Wordpress sites, or some simple coding for non-Wordpress sites
- Uses our pre-existing fact-finding questionnaire
- Mobile optimised
- Small number of questions promotes a positive user experience and client journey
- Clients can enter personal details for follow-up adviser contact
- You receive all information, including client results, to an inbox of your choice

2 Our **bespoke build** option

- For advisers that choose to use web developers for coded integration
- Uses your own fact-finding questionnaire, with data sent to SmarrFit via an API to generate client results
- Clients can enter personal details for follow-up adviser contact
- You receive all information, including client results, to an inbox of your choice

Interested in knowing more?

If you would like to know more about **SmarrFit+**:

Call us on **0345 0260092** (lines will be open Monday to Friday 9am to 5.30pm.

We may record and monitor calls. Call charges may vary)

Or email us at **mss@landg.com**

Visit: **legalandgeneral.com/adviser/mortgage-club/**

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